

Munich Airport Center

Virtual Worlds for E-Commerce

The interactive, online platform for presenting and marketing the services of Munich Airport Center.



blaxxun
interactive

The Virtual Worlds Company

The virtual destination – a real experience: Munich Airport Center

With the Virtual Munich Airport Center (MAC), an impressive, sophisticated online platform has emerged. This platform not only presents the Munich Airport Center's service range, but also offers attractive value, from e-commerce to events, to operators, renters, and visitors.

Whether for business or pleasure, each online visitor explores MAC with his/her personal avatar and can understand the content intuitively and realistically. Multifaceted communications forums, attractive e-commerce offers and current information turn a visit to this Virtual World into an impressive experience – useful and fun.

The Goals – customer involvement and generation of business.

It goes without saying that an attractive online presence has a magnet effect on the end-user. At the same time, marketing support for the real MAC is also an important goal, for instance, for the acquisition of event and office space renters. The project is refinanced through attractive websites for the renters at MAC. An example is the Audi showroom. Taking reality as its model, the content at virtual MAC is divided into three areas, which address different target groups:

MAC Event Forum – real events in the Virtual World.

In the roofed 10,000 m² event area, events of every kind are held, from product presentations to classical concerts. In order to plan these events quickly, flexibly and cost-effectively, so-called shared objects can be imported to Virtual MAC. These graphic objects can visualize, for instance, event stage set ups or office furnishings in an office area.

MAC Business – Renters market and virtual viewing appointment in one.

Total space of the real business area amounts to 20,000 m² office space and 10,000 m² rental space for service facilities. Available offices are presented in Virtual MAC as model offices, which can be viewed from inside in realistic, walk-through virtual tours.

MAC Shopping and Travel mall – E-Business just like in the real world.

With 45 shops, from perfumery to a supermarket, virtual MAC is e-shopping par excellence and an additional profit-builder for the businesses based at MAC. Visitors to MAC can find the real shops located in exactly the same place as the virtual shops. Walk-through and shopping functions will be added in the second development phase of virtual MAC.

Technological Implementation.

Virtual agents receive and advise the visitors, who are represented by personal avatars. Thus all visitors can interact with one another in private or public chat rooms.



Visitors may also shop, book flights, and gather information about events and news related to MAC. MAC renters benefit from online advertising space for their logos and graphics.

Munich Airport Center

Facts and Figures

Project statistics

- Online launch on July 11, 2000
- Implemented using reality as model
- Organized into three areas:
 - MAC Event Forum
 - MAC Business
 - MAC Shopping and Travel Mall

Browser Presentation

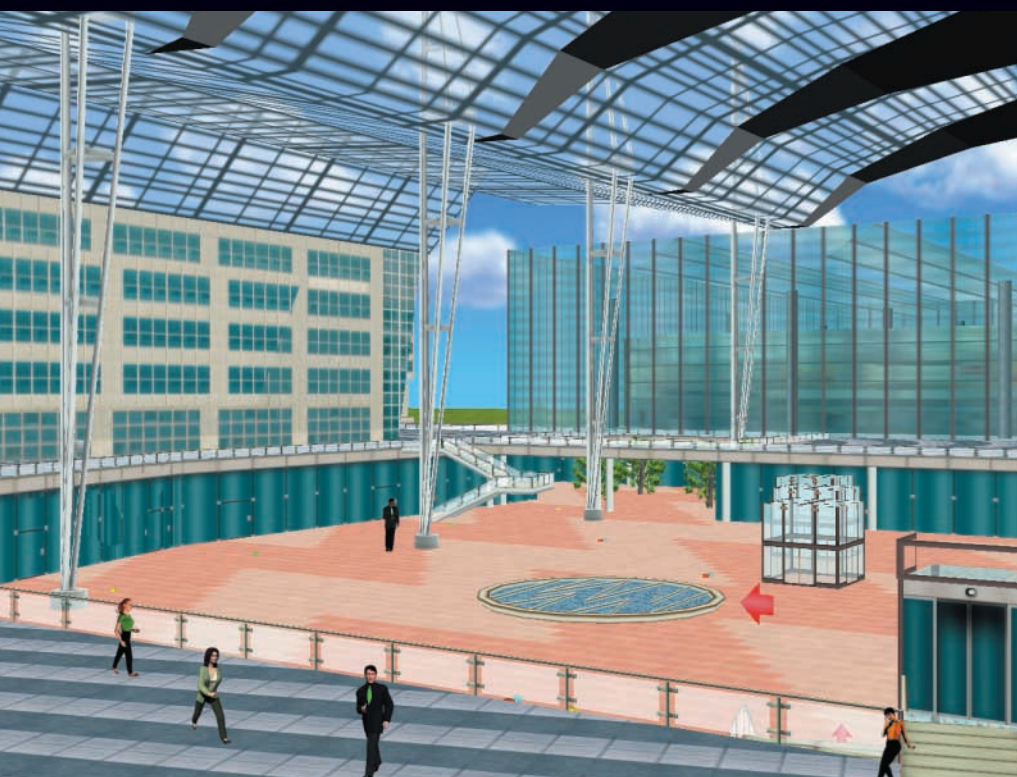
- Spatial presentation of virtual MAC in 3D
- Navigation and interaction in 3D environment possible
- Area for text-based information and forms, etc.
- Communication area with online chat and member list

Features

- Online-meeting place for visitors and MAC customers
- Information source about Munich Airport
- Visitors can choose their own avatar
- Presentation of available rental space
- Highly cost-effective because catalog requests from potential renters become unnecessary
- Online presentation of MAC-based shops*
- Reception of visitors by virtual agents*
- Rentable 3D-advertising space for logos and graphics*

*in the second development phase

www.mac-airport.de



"Thanks to blaxxun's technology, MAC has become a Virtual World where visitors are offered countless opportunities for communication and interaction. With the production of a virtual platform, in which visitors are completely integrated, a new perspective for marketing MAC on the Internet has unfolded before our eyes."

*Jens Hassler,
Flughafen München GmbH,
Marketing Concepts*

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